

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 97-10-23
TIME: 02:09 PMPROMOTION : 800008 WIN B2G \$.70 OFF -JAN '98
DRIVE PERIOD: 80100

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
12XXXX 12 NEW YORK METRO REGION				780	117,000
VAP					
CHAIN	208	210	4,200		
INDEPENDENTS	3,626	3,786	75,720		
VAP TOTAL	3,834	3,996	79,920		
NON-VAP					
CHAIN	69	69	1,380		
INDEPENDENTS	1,011	1,032	20,640		
NON-VAP TOTAL	1,080	1,101	22,020		
TOTAL CHAINS	277	279	5,580		
TOTAL INDEPENDENTS	4,637	4,818	96,360	TOT COMMITTED:	101,940
TOTAL ACCOUNTS	4,914	5,097	101,940	TOT REMAINING:	15,060

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